PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Davies **DATE:** January 27, 1992

FROM: Karen Eisen

SUBJECT: Marketing Perceptions $8,250.00 - Camel (wide) Product

PROJECT:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc.and Philip Morris to conduct two focus groups in NJ to explore Camel (wide) Product.

BUDGET:
The cost of conducting this research is $8,250.00+/- 10% and will be covered by the 1992 Consumer Research budget.

COMPETITIVE BID:
No competitive bids were obtained due to the urgency of this project.

Dave Beran _____ David Davies _____

/mc

Karen can sign this

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Source: https://www.industrydocuments.ucsf.edu/docs/sxmj0004